NAVCO Calendar for America Planning Conference

CDR C. Parks
Diversity Directorate (N134) Outreach
18 October 2007

CNO Diversity Policy

- *"To the degree we truly represent our democracy, we are a stronger, more relevant armed force."*

- Diversity is critical to mission accomplishment.
  - Diversity of culture and background.
  - Diversity of thought.
  - Diversity of language skills.
  - Diversity of cultural expertise.

- Diversity is a leadership issue and everyone is a leader.

  - *"We will promote and engender a culture that embraces our diversity, through communications, education, policies, programs and conduct, we will actively foster work environments where people are valued, respected and provided the opportunity to reach their full personal and professional potential. "*

N134 – Who we are, What we do

- CNP Diversity Directorate, ~ 2 years old
- Diversity Outreach, Plans & Policy, Women's Policy
  - Diversity Outreach: primarily K-8 youth awareness, community leaders, educational influencers, family, especially in/among diverse demographic populations (AA, Hispanic, API, NATAM, women in technical ratings)
  - Plans & Policy: tasked with identifying barriers preventing/inhibiting implementation of recruiting & retention programs; CNO-mandated accountability reviews
  - Women's Policy: a misnomer; TFLW, life/career choices of interest to the workforce of the future
- Started out w/3, now up to 21
- EO Shop, Millington is part of N134, but geographically separated

Phase 1 – "Assessment"

Conclusions

Significant findings:

- ☑ Navy wide snapshot of diversity strength / weaknesses
- ☑ Focused on recruiting, retention, and promotion
- ☑ Identified improvement was required in:
  - Leadership accountability
  - Mentoring
  - Training
  - Outreach (coordinated effort with NAVCO, CNRC, Diversity Outreach N134)
  - Communications

Took a fix

"Three discrete, parallel lines of effort, including reviews of recruitment, retention and promotion guidelines "

Phase 2 – "Decisive Action"

Enterprise / Community engagement

Action areas:

- Develop metrics / accountability
- Improve outreach to diverse populations
- Implement mentoring
- Revamp training
- Communicate message

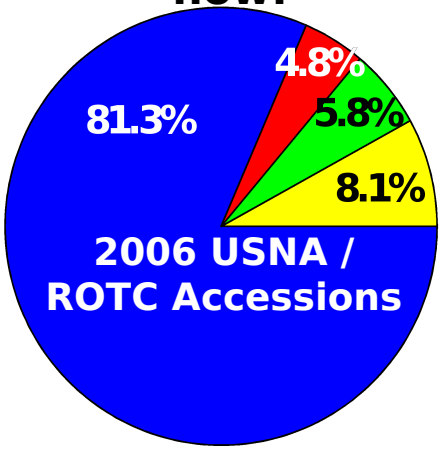
Weekly Strategic Working Group teleconferences engage the Enterprises / Communities and solicit their input / feedback

"Establish the institutional framework…focus on root cause analysis and corrective actions. Utilize effects based assessments."

Where we intend to go

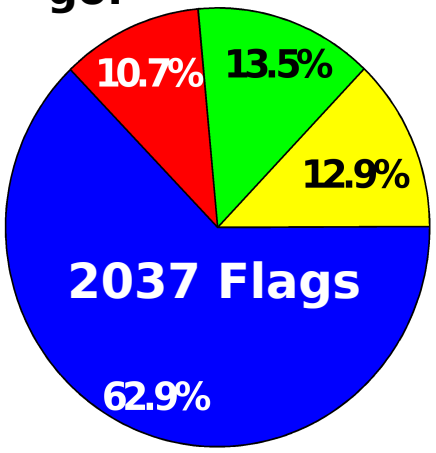
The officer benchmark

Where we are now:



2012 Recruiting Class

Where we want to go:



What we will need to do:

ACCESSIONS

2037 Model	USNA				ROTC			
	2006	2037	Δ	% Δ	2006	2037	Δ	% Δ
AA	49	82	+33	67%	27	88	+61	226%
Hispanic	58	104	+46	79%	34	111	+77	226%
API / NATAM	67	100	+33	50%	62	107	+45	73%
White	596	484	-112	-19%	701	518	-183	-26%

White
Hispanic
African American
API/NATAM

Setting up future CNO for success

What we need to do

- Develop **goaling** plan
- Ensure ROTC, USNA, OCS get the **right talent**
- Hold Enterprises / Communities **accountable** for attracting, mentoring, and retaining this talent
- MPT&E provide **tools** to assist in attracting, mentoring, and retaining talent
- Establish **benchmarks**

Decisive action

"All ahead full"

- **Attract and retain more diverse talent**
- **Drastically improve diversity outreach**
- **Revamp training**
- **Mentoring**
- **To ensure the officer corps reflects tomorrow's demographics**

Communicate message

Drastically improve outreach

From episodic to sustained engagement

Access Untapped Pools

OPERATION IMMERSION

K - 12

- Mentoring / Partnerships
  - Math / Science
  - VIVA Technologies
- JROTC (700 auth / 612 used)
- SETWAS / Nuke Camp
- Kaplan Course
- JROTC Math / Science enrichment effort
  - Contract tutors
- Patriot Group
- NAPS-like ROTC program
  - Possible JROTC / Sea Cadet link

Colleges / Universities

- Expand ROTC into HBCU / Minority Institutions
  - More crosstown
  - "Some don't want consortium"
  - North Carolina A & T
- Enterprise Engagement
  - Tell features / benefits
  - Attract the talent
- SELRES – Flex Drill
  - Expand CLO
- Community colleges
  - LRP / BDCP / 2 yr ROTC

Affinity Groups

- NNOA / ANSO / SSLA
- HENAAC / BEY / FEW
- SHPE / NSBE / SWE
- N134 expand to support outreach
  - Active Duty Special Work
  - One year pilot
  - Interface with NAVCO / CNRC
- Determine which influencers
  - Sustained engagement strategy
  - Show long term commitment

Show we are serious

lex Drill

Drastically improve outreach

Participate in Events
- Women
- African American
- Hispanics
- Native American
- Affinity Groups (NNOA, ANSO)

Sustained Interaction

Attain "Effects"
- Access "Centers of Influence"
- Create pipelines from youth to Navy
- Improve public relations
- Increase awareness
- Access untapped talent pools

Sustained Interaction

Reach Objective

- **Become Talent Competitive**

Establish enduring "Effects Based" outreach framework

Nat'l Society of Black Engineers (NSBE) Example of Navy strategy

Region VI

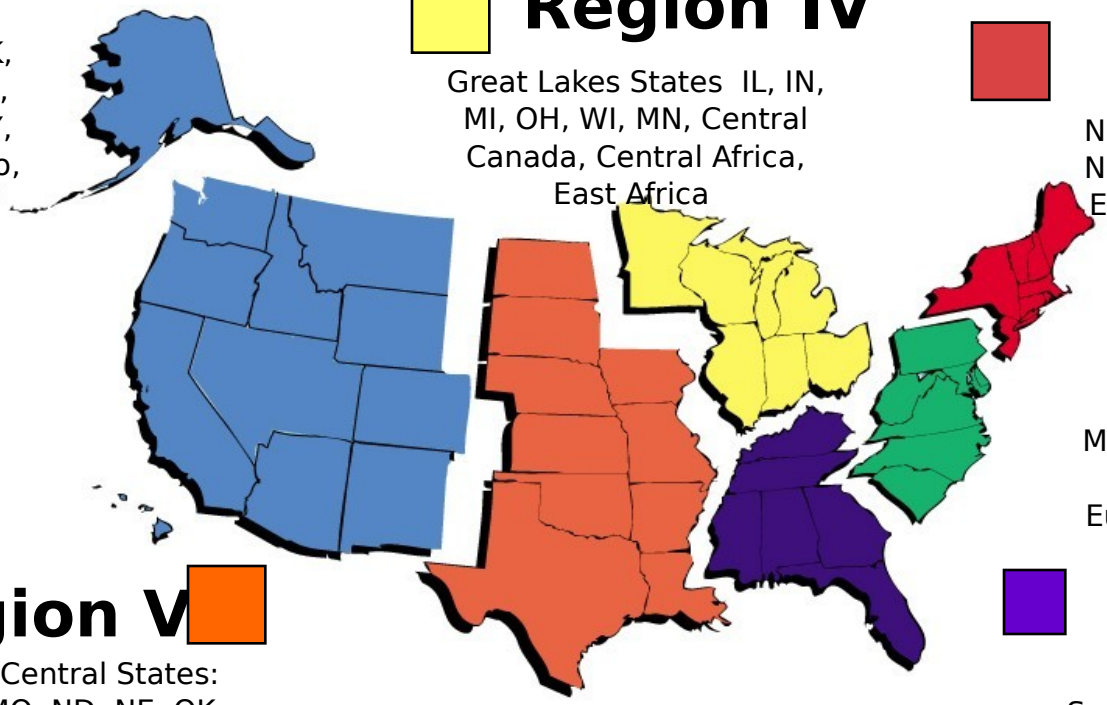
Pacific/West States: AK, AZ, CA, CO, HI, NM, NV, OR, ID, MT, UT, WA, WY, W. Canada, Baha Mexico, Asia, South Pacific Australia

Region IV

Great Lakes States IL, IN, MI, OH, WI, MN, Central Canada, Central Africa, East Africa

Region I

Northeastern States: ME, NH, VT, MA, CT, RI, NY, NJ, East Canada, West Africa



Region II

Mid-Atlantic States: PA, DE, MD, WV, DC, VA, NC, SC, Europe, North Africa, Middle East

Region V

Mid-West/South Central States: AR, IA, KS, LA, MO, ND, NE, OK, SD, TX, Mexico, Central America, S. Africa

Region III

Southeastern States: AL, FL, GA, KY, MS, TN, Caribbean, South America

Moving from national engagement to a spiral strategy -- national, regional, and local

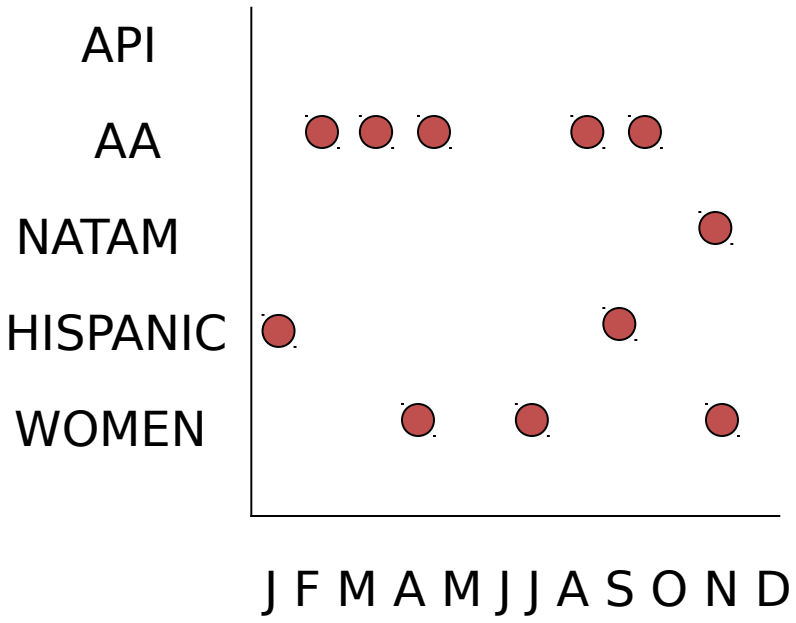
Drastically improve outreach

K-12 engagement

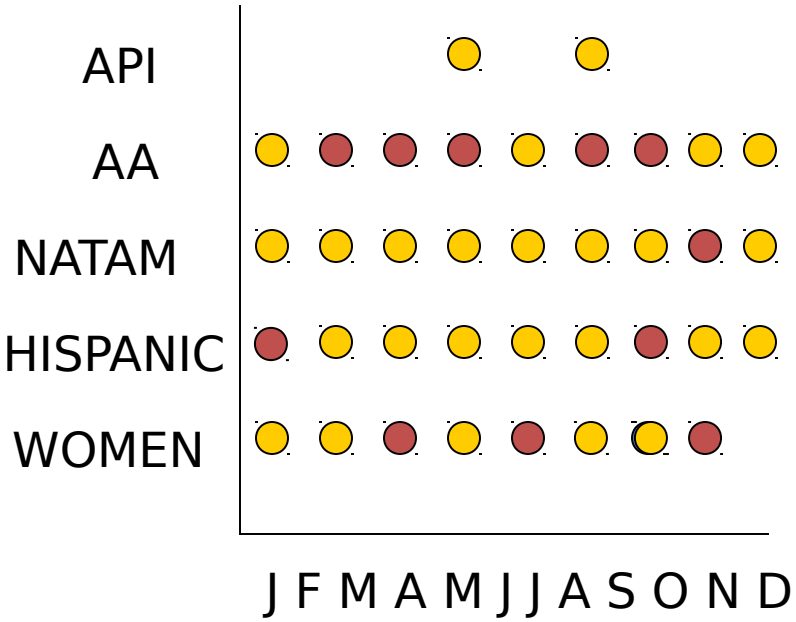
12th	**Sea Cadets: 300 divisions**
11th	**HENAAC: VIVA Technology** **Hispanic pilot program**
10th	**Science, Engineering, and Technology Workforce for America's Security (SETWAS): Pilot internship - STEM**
9th	**JROTC: Increasing from 612 – 700 units** **Tutor program math & science**
5th – 8th	**Patriot Technology Center:** **Nat'l Middle School Science Bee sponsor pilot initiative** **STEM summer camp pilot**

Drastically improve outreach

EPISODIC ENGAGEMENT



SUSTAINED ENGAGEMENT



- New Initiatives
- Previous efforts

Moving from episodic activity to sustained engagement